

**BUSINESS METHOD FOR VISUALLY ANALYZING CLICKSTREAM DATA
WITH A PARALLEL COORDINATE SYSTEM**

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ABSTRACT

An interactive parallel coordinate system is used in a business method to provide users with greater abilities to interpret and explore the clickstream data of online stores on the Web. The interactive parallel coordinate system uses the multiple axes of the system to represent steps of a process with respect to an independent variable. Specifically, the process steps are sequential steps which sessions take during their navigation of a Web site.

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